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2005 AUSTRALIAN GAME DEVELOPERS CONFERENCE OFFERS UNPRECEDENTED CAREER OPPORTUNITIES

Blizzard Entertainment™ among those companies on recruitment drive at AGDC

Melbourne, Australia, November 14 2005 – The Australian Game Developers Conference (AGDC) is Australia's leading forum for industry professionals to gather to discuss the latest in cutting edge technology and the changing face of computer game development.

The Conference, scheduled from 1-3 December 2005, at Federation Square in Melbourne, also presents the country's most prominent recruitment opportunities for companies and creative talent alike. One of the featured recruiters at this year's AGDC will be Blizzard Entertainment™ from the USA - one of the world's leading game studios and creator of the immensely popular *Warcraft*®, *Diablo*® and *Starcraft*® franchises.

"Blizzard is always looking for highly skilled individuals to join the creative teams behind our games," said Mike Morhaime, President and Co-Founder of Blizzard Entertainment™. "With the growth of the gaming industry in Australia, we see the AGDC as an opportunity to learn from the Australian market as well as to discover new talent."

The global games industry is predicted to grow more than 20% over the next three years to hit \$55.6 billion revenue per annum by 2008.* The challenge for the industry now is to create a sustainable supply chain of talent that will allow it to achieve its growth potential.

This is among the many topics that will be covered at the Australian Game Developers Conference, which brings together industry leaders to examine the latest trends and issues directing its future. Confirmed speakers from Blizzard Entertainment™ include Chris Metzen, VP of Creative Development, and Rob Pardo, VP of Game Design.

The AGDC is now in its seventh year and was founded in 1999 by John De Margheriti to address the growing need for a single platform to showcase Australia's game development talent to the world.

Sponsors of the AGDC 2005 include Multimedia Victoria, Microsoft DirectX, Australian Centre for the Moving Image, Intel, Edge Magazine, Sony Computer Entertainment Australia, BigWorld Technology, GameDev.net, Atomic MPC, Krome Studios, Game Developers' Association of Australia and Control Freaks.



Visitors to this year's AGDC will also benefit from a \$130 discount on the AGDC 2004 ticket price (\$900) gaining entry for the full three days for just \$770.

For more information about the Conference themed 'Developing Dreams', visit www.agdc.com.au

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*Source: http://www.dcita.gov.au/Article/0,,0_4-2_4008-4_114427,00.html

About the AGDC

The AGDC is the premier Australian Conference in the game developers' calendar. AGDC is committed to the growth of the Game Development Industry by raising the profile of Australian game development companies with publishers, distributors and investors. AGDC also educates the industry on the activities and demands of the global interactive Entertainment Industry.

AGDC aims to:

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- Provide a platform to showcase Australia's game development talent to the world.
 - Highlight the latest technological innovations in interactive entertainment.
 - Bring together Australian and international talent to examine the future of computer game production, programming, design, games technology and education.
 - Foster and increase networking opportunities in the Interactive Entertainment Industry.

About Interactive Entertainment Events

The AGDC is organised by Interactive Entertainment Events (IE Events), the event management division of The Academy of Interactive Entertainment Ltd (The AIE Ltd). The AIE Ltd is committed to the development of the Computer Games Industry and related creative industries. In addition to managing AGDC, IE Events also organise the Canberra Games Festival – www.canberragamesfestival.com and undertakes event management services for clients including BigWorld Pty Ltd and Micro Forté Pty Ltd.